Advertising Assessment Task One

Name:

Due Date:

Students are to view and comment on the Powerpoint presentation of modern advertising.

* In groups of 2 or 3 you are to design a print based advertisement for a common household product
* You are to use at least three of the mentioned appeals
* You are to create an original name and slogan for your product
* You are to present your advertisement on a PowerPoint presentation and in hard copy
* On your PowerPoint presentation you are to include:

1. The advertisement on page one.
2. The slogan on page two and two paragraphs explaining why you chose it.
3. The appeals you used on page three and a paragraph on each appeal explaining why you selected it, as well as the positive and negative aspects of the appeal.
4. On page four you are to outline your target audience and how that can be seen in your ad as well as what aspects individual group members contributed.

* You will have three lessons to complete this task and one lesson to present your PowerPoint presentations.
* You will be assessed on the following criteria:

4. Work constructively with others.

5. Demonstrate understanding and appreciation of text structures and features.

6. Plan, organise and complete activities.

10. Communicate ideas and information.